

# Philip Morris Promotional-Fulfillment Coupon Basic Data Sheet and UPC Code Order Form

Use this form to provide the basic information about a program which will include coupons as well as to request UPC Code assignment and art. Send this form to the PM Promotional Fulfillment Assistant, 120 Park Avenue - 8th Floor, New York, New York 10017. Telephone (212) 878-2326 with questions. All information must be provided before a UPC code will be issued.

Today's Date: 10, 5, 94 UPC Size %: 90 UPC CODE: \_\_\_\_\_  
 Prepared By: G. D'Alessandro Ext: \_\_\_\_\_ OVERNIGHT ☒ YES  
 Send UPC To: John Buehler Address: LBCC 19th floor  
 Name: \_\_\_\_\_ City/State/Zip: \_\_\_\_\_  
 Company Name: \_\_\_\_\_

**Brand Program Information:** This Information is **REQUIRED** before a UPC will be issued.

Brand: V-Slims Program: Vision Value Network POS # \_\_\_\_\_  
 Program Description: V-Slims - Pack Value member  
 (Please Be Specific) Coupons at POS (checkout)  
 Audience Reached: ☐ Offensive ☒ Defensive ☐ Both  
 Timing: ☐ Yearly ☐ Quarterly ☐ Holiday ☐ Other  
☐ Winter ☐ Spring ☐ Summer ☐ Fall  
 Capture Names?: ☐ Yes ☐ No  
 OCR CODED?: ☐ Yes ☐ No

**Coupon Distribution Information:** This Information is **REQUIRED** before a UPC will be issued.

Distribution Date: 12/4 - 12/31/94 Expiration Date: 2, 28, 95 Estimated Redemption Rate: 2 %  
 Total Circulation: 120,000 Max. Redemp. Cost/Coupon: \$ \_\_\_\_\_

**Will Coupons Be Distributed:**  
☐ Nationally  
☐ Regionally (see back)  
☐ Specific Markets (see back)  
☐ On a Test Basis  
**Areas of Distribution**  
 Will the distribution include military?  
☐ Yes ☒ No

**Method of Distribution (check only one per UPC):**

☐ Magazine On Page (001) ☐ ROP/Newsp. Co-op (008) ☐ Hand Distribution (012) ☐ ON-Pack-Own Product (018)  
☐ Magazine Tip-In (002) ☐ Sunday Supp.-Single (007) ☐ Retailer Coupon (013) ☐ Immediately Redeemable (020)  
☐ Magazine Special Unit (003) ☐ Sunday Supp.-Co-op (008) ☐ Direct Mail - Solo (014) ☐ All Other: \_\_\_\_\_ (025)  
☐ Control Circ. Magazine (004) ☐ FSI Inserts - Solo (010) ☐ Direct Mail - Co-op (015) Please Explain  
☐ ROP/Newsp. Single (005) ☐ FSI Inserts - Co-op (011) ☐ In-Pack-Own Product (016)

**Offer Information:** This Information is **REQUIRED** before a UPC will be issued.

Face Value: \$ 1.00 Terms of Offer: 1.00 off carton or 4 pack  
 (Describe completely) \_\_\_\_\_  
 Discount Offered: \_\_\_\_\_ %  
 (% of Face Value/Purchase Price)  
 or Check One Below  
☐ B1G1F ☐ B2G 50% Off ☒ \$1.00 Off Carton ☐ \$2.50 Off Carton ☐ Other - Provide Details Above  
☐ B2G1F ☐ B3G 50% Off ☐ \$1.50 Off Carton ☐ \$3.00 Off Carton  
☐ B3G1F ☐ Free Pack ☐ \$2.00 Off Carton ☐ Checker Intervention

**Distribution break by PM Region:**

PM Region	# of Coupons Released (000)	Market	# of Coupons Released (000)	Market	# of Coupons Released (000)	Market	# of Coupons Released (000)
1	_____	_____	_____	_____	_____	_____	_____
2	_____	_____	_____	_____	_____	_____	_____
3	_____	_____	_____	_____	_____	_____	_____
4	_____	_____	_____	_____	_____	_____	_____
5	_____	_____	_____	_____	_____	_____	_____
Total	_____	_____	_____	_____	_____	_____	_____

**For Promotional Fulfillment Use Only**

UPC CODER ASSIGNED: 41076 04142  
 Date Assigned: 10, 5, 94 Assigned By: Asia Mondla-Dontuon

**AFTER UPC CODE ASSIGNMENT DISTRIBUTE COPIES OF FORM AS FOLLOWS:**

One Copy to Preparer      One Copy to PM Promotional Fulfillment      One Copy to PM Finance      #4003  
 One Copy to Media      One Copy to Promotional Services Center      One Copy to USA      PM USA/REV 3/93